

Request for IDC Board for the City of Ingleside, Texas

Subject: *New/Revised Website*

Submitted By: *Kimberly Drysdale, City Secretary
Paul Bearden, IT
Jim Gray, City Manager*

For The Agenda Of: *July 24, 2014*

Attachments: *Comparison of preferred RFP's*

Summary Statement: *The Committee reviewed all RFP's that were submitted (5 total) and narrowed it down to our top two preferences (EDsuites and Ensemble Group). After further discussion with the Committee, it was decided we wanted to consider not only a total new website for IDC, but a revision of the City of Ingleside Website.*

Enclosed is a breakdown of the comparison between EDsuites and Ensemble Group.

Recommended Action: *Staff recommends not going with the lowest bidder of EDsuites and continuing with the City and IDC information "together" through Ensemble Group with the inclusion of the GIS Planning.*

EDsuites requires the staff to provide the economic data and to keep that information updated throughout the year.

With GIS Planning providing federal/state statistics that are updated annually/semi-annually/quarterly, the city staff does not have to spend time researching this data and possibly making mistakes.

The GIS Planning offers more up to date data that can be used to complete the Requests for Information (RFI) we obtain from the Governor's Office as well as the "cold calls" we receive on a regular basis. By using GIS Planning, they will also set up "xxxprospector.com" website that can be promoted as a stand-alone site and integrated with our city's logo/look/feel.

The differences in the Local vs. Full License with GIS Planning are different levels of additional data and the ability to submit RFI's directly from our website. The Full License also allows us to provide restrictive access to Realtors for them to enter their own data; which we would monitor to make sure they are staying within our set guidelines. Again, allowing more up to date information from direct sources rather than when staff have time and can possibly make mistakes.

Staff recommends the IDC and City jointly upgrade the City Website through Ensemble Group with the inclusion of GIS Mapping and then the City Continue the \$3,000 annual fees and IDC maintain the \$8,800 for the GIS Planning.

		Set-Up Costs	Annual Costs	
For ED page only leaving City separate from IDC page				
ED Suites	One time cost	\$12,826		
	annually		\$2,399	
	annually for bronze hosting		\$600	
				\$15,825 First Year
				\$2,999 Each year There after
Ensemble	One time cost	\$12,500		
	annually		\$3,000	
	GIS Planning annually		\$4,400 (or \$8,800)	
				\$19,900 (or \$24,300) First Year
				\$7,400 (or \$11,800) Each year There after
Separate bid for updating city site without ED portion				
Ensemble	One time cost	\$9,500		
	annually		\$3,000	
				\$12,500 First Year
				\$3,000 Each year There after
Seperate bid for keeping ED within City Site				
ED Suites	One time cost	\$16,326		
	annually		\$2,399	
	annually for bronze hosting		\$600	
				\$19,325 First Year
				\$2,999 Each year There after
Ensemble	One time cost	\$15,500		
	annually		\$3,000	
	GIS Planning annually		\$4,400 (or \$8,800)	
				\$22,900 (or \$27,300) First Year
				\$7,400 (or \$11,800) Each year There after

EDsuite's Websites:

EDsuite focuses on ED websites; however, they do a few other types of websites as well. Because they focus on ED, they have their own site mapping system built in.

www.edsuite.com (numerous sites listed on their website)

www.kilgore-edc.com

www.bastropedc.org

www.cantontx.gov

www.cantontxedc.org

Ensemble Group's Websites:

Ensemble Group does not focus on any one type of website.

Therefore, they "plug-in" other mapping programs to the ED sites, such as GIS Planning

www.ensemblegroup.net (numerous sites listed on their website)

www.ccredc.com

www.southwestmichiganfirst.com

www.corpuschristiairport.com

GIS Planning websites:

GIS Planning has 2 license options: (1) Local Licence only which is less expensive (\$4400); and

(2) a Full Licence which has more options in their package (\$8800).

The great thing about the GIS Planning program is that their data regarding Labor Force, Demographics, Consumer Spending, Wages, etc. are all automatically updated from the national and state agencies on an annual, semi-annual, and quarterly basis (depending on the source). This would be a great asset and save staff time/effort as well as margin of error.

www.gisplanning.com

Full Licence <http://wacopro prospector.com/>

Local Licence only <http://corpuschristiprospector.com/>

The Local Licence does not include a mobile website, thematic maps, proposal generator, RFI manager, ability to add additional local layers or the community comparison tool.